

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

C. Amendments to the Claims.

1. (Currently Amended). A franchise system for organizing and establishing a headquarter for business transactions over a network, comprising:

5 at least one headquarter network server;

a plurality of franchise store servers, each corresponding to a different franchise store and connected with the at least one headquarter network server by a network; and

10 terminal and connected with the at least one headquarter network server by the network; wherein

the at least one headquarter network server includes,

a merchandise information memory data that includes information for goods sold by the franchise stores, as well as goods not available at one of the franchise

15 stores, but available at the headquarter,

20 a home page creation system that accesses the merchandise information memory data for merchandise information to create a home page of each franchise store, and that accesses a home page data memory system to collect additional home page data for the home page of each franchise store, the home page creation system also accessing a franchise store identification (ID) system,

25 a home page sending service that sends home page data for the home page of each franchise store to at least one predetermined member server, including information from the merchandise information memory data that enables the home page of each franchise store to include goods not available at the franchise store but available at the headquarter, and sends predetermined guest home page data when a member server accessing the Franchise System does not match any franchise store,

an order receiving system that processes orders from the plurality of member terminals through the home pages of each franchise store,

NOT RECOMMENDED FOR ENTRY 06/04/2007  
M.A.